

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of

Ansel, Duane Allen et al.

Confirmation No. 8726

Application No. 10/775,757

Filed: February 9, 2004

For: **SPONSORSHIP EXCHANGE AND
AUCTION**

Group Art Unit: 3689

Examiner: Nguyen, Thuy-Vi Thi

Attorney Docket No. 53313/1:2

Date: March 23, 2011

AMENDMENT AND RESPONSE

TO THE COMMISSIONER FOR PATENTS:

In response to the Office Action mailed on November 23, 2010, please amend the above-identified patent application as follows.

Amendments to the Claims are reflected in the listing of claims that begins on page 2 of this paper.

Remarks begin on page 9 of this paper.